



# Student Learning Assessment Report, Academic

Report Year

Program

Department Head

2022-2023

Marketing Research & Analytics Concentration

Joseph McCollum

Submitted By

Cheryl Buff

Previously Submitted Reports

2021-2022 Marketing Research & Analytics Concentration

Mission

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG1. Conduct marketing analyses

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Situation Analysis, Marketing Plan Assignment (MRKT435)

When does assessment occur?

Fall 2022 and Spring 2023 semesters

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%  
 Meet: 70 - 89.99%  
 Doesn't meet: 69.99% or less

What Criteria Used for Assessment?  
 80% of students scoring at least 70%

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Our data is insufficient for accurate analysis (n=0).

Learning Outcome Met? (Based on Criteria)

Insufficient data

## 5. Use of Results (Discussing/ using results)

Not available at this time due to insufficient data (n=0)

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG2. Formulate marketing strategies

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Marketing strategy, Marketing plan assignment (MRKT435)

#### When does assessment occur?

Fall 2022 and Spring 2023 semesters

#### How often does assessment occur?

Annually

#### Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%

Meet: 70 - 89.99%

Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Our data is insufficient for accurate analysis (n=0).

#### Learning Outcome Met? (Based on Criteria)

Insufficient data

## 5. Use of Results (Discussing/ using results)

Not available at this time due to insufficient data (n=0)

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG3. Implement marketing strategies

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data

- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Implementation, Marketing Plan Assignment

When does assessment occur?

Fall 2022 and Spring 2023 semesters

How often does assessment occur?

Annually

Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%  
 Meet: 70 - 89.99%  
 Doesn't meet: 69.99% or less  
 What Criteria Used for Assessment?  
 80% of students scoring at least 70%

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

Our data is insufficient for accurate analysis (n=0).

Learning Outcome Met? (Based on Criteria)

Insufficient data

### 5. Use of Results (Discussing/ using results)

Not available at this time due to insufficient data (n=0)

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG4. Evaluate and improve marketing strategies

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Performance review, Marketing Plan Assignment (MRKT435)

When does assessment occur?

Fall 2022 and Spring 2023 semesters

How often does assessment occur?

Annually

**Criteria (How do you know students are achieving learning outcome?)**

Exceed: 90 - 100%  
Meet: 70 - 89.99%  
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

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Our data is insufficient for accurate analysis (n=0).

**Learning Outcome Met? (Based on Criteria)**

Insufficient data

**5. Use of Results (Discussing/ using results)**

Not available at this time due to insufficient data (n=0)

## Assessment

**1. Major/Program Student Learning Outcomes**

*Student will be able to...*

LG5: Leadership skills relevant to the marketing profession: Think critically and creatively (Marketing LG5-A)

**2. Phase**

*Check all that apply*

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

**3. Assessment Procedures (Planning/ determining)**

**Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)**

Group project, team class activities with presentations, Media Project; TED Talk (MRKT324)

**When does assessment occur?**

Fall 2022 and Spring 2023

**How often does assessment occur?**

Annually

**Criteria (How do you know students are achieving learning outcome?)**

Exceed: 90 - 100%  
Meet: 70 - 89.99%  
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

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**Learning Outcome Met? (Based on Criteria)**

Insufficient data

**5. Use of Results (Discussing/ using results)**

Not available at this time due to insufficient data (n=0)

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG6: Leadership skills relevant to the marketing profession: Write effectively (Marketing LG5-B1)

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Final reflection report (MRKT480)

#### When does assessment occur?

Fall 2022 and Spring 2023 semesters

#### How often does assessment occur?

Annually

#### Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%  
Meet: 70 - 89.99%  
Doesn't meet: 69.99% or less

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Insufficient data

### 5. Use of Results (Discussing/ using results)

Not available at this time due to insufficient data (n=0)

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG7: Leadership skills relevant to the marketing profession: Communicate orally effectively (Marketing LG5-B2)

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result

- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

**Method:** (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Final reflection presentation (MRKT480)

**When does assessment occur?**

Fall 2022 and Spring 2023

**How often does assessment occur?**

Annually

**Criteria (How do you know students are achieving learning outcome?)**

Exceed: 90 - 100%

Meet: 70 - 89.99%

Doesn't meet: 69.99% or less

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Insufficient data

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## Assessment

### 1. Major/Program Student Learning Outcomes

*Student will be able to...*

LG8: Leadership skills relevant to the marketing profession: Work on a team effectively (MRKTLG5-C)

### 2. Phase

*Check all that apply*

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

**Method:** (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Assessed using group project and code of conduct (MRKT324)

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Annually

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## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

LG9: Apply marketing learning in an ethical and socially responsible manner (MRKT LG6)

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 3. Assessment Procedures (Planning/ determining)

Method: (ex. tests, presentations, research paper, describe the assessment course and student sample when it is applicable, etc.)

Ethics Writing Assignment (MRKT 324)

#### When does assessment occur?

Fall 2022 and Spring 2023

#### How often does assessment occur?

Annually

#### Criteria (How do you know students are achieving learning outcome?)

Exceed: 90 - 100%  
Meet: 70 - 89.99%  
Doesn't meet: 69.99% or less

What Criteria Used for Assessment?

80% of students scoring at least 70%

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#### 5. Use of Results (Discussing/ using results)

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# Package History

Date	User	Action
6/30/2023 12:24:09 PM	Cheryl Buff	Submitted 'Student Learning Assessment Report'
6/30/2023 12:24:50 PM	School of Business - Asst. Dean	Received
6/30/2023 12:24:50 PM	School of Business - Dean	Received
6/30/2023 12:24:50 PM	Provost and Senior Vice President	Received
6/30/2023 12:24:51 PM	Joseph McCollum	Received
6/30/2023 12:24:51 PM	School of Science - Asst. Dean	Received
6/30/2023 12:24:51 PM	Institutional Effectiveness	Received
6/30/2023 12:24:51 PM	Joseph McCollum	Received
6/30/2023 1:39:36 PM	Margaret Madden	Decision Approved